

Message Text

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ACTION EUR-12

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FM AMEMBASSY SOFIA

TO SECSTATE WASHDC 3129

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AMEMBASSY VIENNA

LIMITED OFFICIAL USE SOFIA 1356

VIENNA FOR RPO

E.O. 11652: NA

TAGS: PFOR, SCUL, BU

SUBJECT: ZHIVKOVA VISIT ASSESSMENT

REF: A) STATE 138102; B) STATE 140378; C) STATE 140379

1. HAVING NOW DISCUSSED MME ZHIVKOVA'S VISIT WITH HERSELF WHEN SHE ARRIVED HERE JUNE 17, AND WITH MEMBERS OF HER ENTOURAGE JUNE 22, I CONCLUDE THAT IT APPEARS TO HAVE ACHIEVED ALL OBJECTIVES. ZHIVKOVA HERSELF WAS MOST COMPLIMENTARY ABOUT ALL THE ARRANGEMENTS, ABOUT THE GREAT KINDNESSES SHE WAS SHOWN BY SO MANY OF OUR OFFICIALS INCLUDING TOP-DRAWER MEMBERS OF THE ADMINISTRATION, AND BY WHAT SHE SAW OF AMERICAN CULTURE AND OF THE AMERICAN PEOPLE.

2. MOST IMPORTANT, THE TELEVISED STATEMENT SHE MADE AT THE AIRPORT UPON HER RETURN, THE PRESS AND OTHER MEDIA REPORTS ABOUT HER VISIT, AND THE FOLLOW-UP BY OUR OWN MEDIA INCLUDING ESPECIALLY OUR EXHIBITS, CARRY THE ALL-IMPORTANT "SIGNAL" TO THE BUREAUCRACY AND TO THE PEOPLE OF BULGARIA GENERALLY THAT A NEW CHAPTER HAS BEGUN IN US-BULGARIAN CULTURAL

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RELATIONS.

3. WE KNOW HOW MUCH HARD WORK AND PERSONAL EFFORT WENT INTO THE PLANNING AND EXECUTION OF THE ZHIVKOVA VISIT AND BELIEVE THE PAY-OFF IN TERMS OF IMPLEMENTATION OF THE CULTURAL AGREEMENT AND PROGRAM DOCUMENT, AND IN MANY OTHER INTANGIBLE WAYS, WILL REWARD THE US FOR THOSE

EFFORTS. WE UNDERSTAND MME ZHIVKOVA EITHER HAS ALREADY INVITED, OR INTENDS TO INVITE, MRS. HANKS AND ASSISTANT SECRETARY DUFFEY TO VISIT BULGARIA AS HER GUESTS.

4. EQUALLY IMPORTANT FROM THE POINT OF VIEW OF IMPLEMENTATION OF THE CULTURAL AGREEMENT WOULD BE AN INVITATION TO ROGER STEVENS, PARTICULARLY IN VIEW OF HIS REPORTED REMARK THAT HE "WOULD LIKE TO SEE THE SOFIA OPERA" AND THAT IT MIGHT MAKE A GOOD BULGARIAN CULTURAL PRESENTATION IN THE US. WE AGREE THAT THIS IS SO AND BELIEVE THAT IF AN INVITATION FROM MRS ZHIVKOVA IS FORTHCOMING, MR. STEVENS SHOULD ALSO BE ENCOURAGED TO ACCEPT IT.

5. WE GREATLY APPRECIATED REFTELS FOR THEIR COMPLETE AND SENSITIVE REPORTING OF VARIOUS ASPECTS INCLUDING NUANCES OF THE ZHIVKOVA VISIT.
HERZ

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Message Attributes

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